

# Be part of future, not the past

## Five reasons to start your career with a next generation design solution

### 1. Tomorrow's engineers will be different, because the world will be different

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Electronics design is at a crossroads. The current economic downturn is only accelerating effects that have been on the increase for some time. A fundamental shift in the approach to design and the rise of globalization mean that successful design engineers of the future will work in a very different way.

Engineers that prosper and provide sustainable value in industry will be those who adopt a holistic approach to design that focuses on the whole product and the end user experience. This means removing the barriers to the most valuable asset that needs to be fostered in tomorrow's design engineers – creativity and innovation.

This new way to design isn't possible with a traditional collection of separate, 'integrated' design tools. It requires a platform-level unified solution that embraces all aspects of electronics design in a single learning environment.

### 2. Have the latest gear at your fingertips

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It's crucial to have up to date design techniques and device technologies available when learning electronics design. Engineers equipped for tomorrow's, rather than yesterday's, design challenges need to have access to an advanced unified electronic design environment that represents the future of design.

As more functionality moves from discrete devices into the programmable realm, the various design processes are converging and are no longer independent processes. The tools students use should not foster that traditional and disparate approach by existing as separate design tools.

A unified solution gives students complete design freedom and allows future design methodologies to be explored while focusing on the product's end user experience.

### 3. Go for the ultimate engineering sandpit

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Combining a unified design system with smart development board hardware provides lets you create a single, holistic product development and learning environment. Create your designs using high-abstract, graphics based tools without constraints. Don't be sidelined by making decisions about hardware. Embrace programmable hardware (FPGAs) in ways that your tutors, teachers and forebears could not. And then download your design to a reprogrammable development board, and turn it on!

When that hardware communicates at a high level with the design system itself, interactive, hands-on design becomes a practical reality. This 'live electronics lab' is extremely flexible and can be applied to a wide range of up to date, real-world digital design applications. Don't simulate your design – build it and run it!

# Make products, not excuses!

## 4. A single, affordable solution for all parts of electronics design

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The most cost-effective teaching or learning solution is a unified system that brings together hardware, software and programmable hardware design, and supports both analog and digital applications. When this unified product development system is also extensively used throughout the electronics design industry, and is continuously updated with new technology, it provides the best learning solution for the next generation of engineers.

Combining that system with a unified hardware development board allows you to eliminate the need for separate and expensive test equipment, provides a complete electronics lab environment, and gives students access to the latest in electronics design and device technology.

It's a great kick start to a career future in electronics design. So why would you train for the future on anything other than the future's design environment?

## 5. Less yawning, more learning

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Educational institutions need to be able to get on with the job of education, not complex software deployment and maintenance.

Compared to a traditional collection of disparate point tools, a system-level unified design solution has only one application and environment to deploy and manage. Updates, configurations, libraries and design data files can all be controlled and managed from one central location, while the unified hardware-software teaching environment vastly simplifies resource administration and licensing management.

Learning and teaching electronics design shouldn't involve the frustrations and drudgery of dealing with outdated and disconnected point tools – it should be a journey of discovery and innovation using the latest technology and techniques.